

Drinking Milk Products in Austria

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flavoured milk drinks benefit from on-the-go consumption, with added-value driving sales

Cow's milk leads sales; however, plant-based milk is a growing threat

Berglandmilch retains its lead while focusing on sustainable goals

PROSPECTS AND OPPORTUNITIES

Flavoured milk drinks remain popular, with added protein boosting sales

Longer life products offer convenience and price savings, driving demand

Private label offerings will account for the majority of shares in drinking milk

CATEGORY DATA

Table 1 - Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 2 - Sales of Drinking Milk Products by Category: Value 2018-2023

Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 7 - Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 8 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 9 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 10 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Austria - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 - Penetration of Private Label by Category: % Value 2018-2023

Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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